

Memo

To: Board Members
From: Christian Wallis
Date: November 6, 2024
Subject: Public Relations & Outreach Committee Minutes – **October 1, 2024**

The Committee met on Tuesday, October 1, 2024, at 10:30 a.m. Members of the public were able to participate by telephone, Zoom, or at the Grossmont Health District Conference Center, located at 9001 Wakarusa Street, La Mesa, California 91942.

Attendees: Director Randy Lenac, Chair
Director Robert “Bob” Ayres, Member
Christian Wallis, Chief Executive Officer
Amy Abrams, Chief Community Health Officer
Ryan Purdy, Sharp Grossmont Hospital
Dan McNamara, Sharp Grossmont
Aaron Byzak, Galvanized Strategies (via Zoom)

- A. Call to Order:** The meeting was called to order by Director Ayres at 10:33 a.m.
- B. Approval of Agenda:** The agenda was approved as posted.
- C. Public Comment:** There was no public comment.
- D. General Issues/New Business**

- 1. Programs, Outreach & Events Monthly Report

CCHO Abrams informed the committee of the recent programs, outreach, and events, which has a new written format. The new format was discussed heavily. The Committee would like to see one written report that covers events through the end of the following month, and separates those events that cost (not indirect) from those that do not. Thereafter, this report will serve as CCHO Abrams’ monthly Board report. The estimated budgets can be projected three months ahead of the events. The Committee would like the Board to approve every event that costs. Tracking participant feedback of the events is currently done anecdotally. However, collecting this feedback in the future is in the works. CCHO Abrams highlighted the upcoming free vaccine clinic, Wellness Wednesday, Community Health Needs Assessment, and CEO Wallis’ recent ACHD nomination for “CEO of the Year.” The Committee would like certain events, that CCHO Abrams

determines, be calendared for the Board so that they may possibly attend. These events should be highlighted on her monthly report.

The status of the Song-Brown Grant was briefly discussed. Due to the chance of the grant not being awarded (for lack of funds), the Committee thought it would be in the best interest of the District to confer with Sharp to obtain a “bare bones” list with costs that it would take in order to get the Family Medicine Practice Program started (without the grant).

The process in which the media articles get sent to the District before publishing was reviewed. CEO Wallis emails the article to the full Board for their review/comments prior to the publishing.

Mr. Byzak, from Galvanized Strategies, discussed three (3) upcoming articles that are in draft form and next in line to be published. San Diego County Taxpayers Association Golden Watch Dog award nominations may produce more articles.

2. Programs and Outreach 2024/2025 Budget Review

The Programs and Outreach FY25-25 Budget Review memo is for information only and serves as a prelude to the more detailed budget review that is currently being drafted. The total program-related expenses for both the Community Health: (Support) and Community Health (Library) is \$918,700. All budget line items come in under budget, including the projected numbers.

4. Transfer of Care Collaboration

a. Nurse Triage Program Update

La Mesa and Lemon Grove currently support the Program soft launch funding (El Cajon portion). The Program official launch is expected for October 15, 2024 or October 17, 2024, which is when the \$300k from the District, Sharp, and County EMS will be applied. Discussion surrounding a trauma center for Sharp Grossmont Hospital.

b. Assisted Living (RCFE) Project Update

There are currently no updates.

5. Rural Health Coalition

a. Rural Health Discharge Program Update

The Program goes forward through next July. Brief mention of the San Diego County Taxpayer Association nomination and award ceremony. The Kaiser grant was successfully submitted, but no word regarding status. The Committee would like to encourage Kaiser Hospital and UCSD-East to join the collaboration.

- E. Next Meeting:** The next regularly scheduled meeting is on calendar for Wednesday, October 23, 2024, at 12:00 p.m.
- F. Adjournment:** There being no further business, the meeting adjourned at 12:15 p.m.